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**A BILL FOR AN ORDINANCE**

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RELATING TO THE ESTABLISHMENT OF A KEEP HAWAII HAWAII PASS PROGRAM.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to establish a program that would allow both visitors and residents to purchase passes for discounts and priority access to popular Oahu attractions, with the City's portion of the pass proceeds to be deposited into a special user impact fund that the City may use to offset its costs of maintaining public parks and beaches, and to supplement the operating budgets of the Emergency Services Department (Ocean Safety and Lifeguard Services Division in particular), the Honolulu Police Department, the Honolulu Fire Department, and the Department of Parks and Recreation.

SECTION 2. Chapter 2, Revised Ordinances of Honolulu 1990 ("The Mayor and Executive Agencies—Additional Powers, Duties and Functions"), is amended by adding a new article to be appropriately designated by the Revisor of Ordinances and to read as follows:

**"Article \_\_\_\_ "Keep Hawaii Hawaii" Pass Program**

**Sec. 2-\_\_\_.1 "Keep Hawaii Hawaii" pass program.**

- (a) For purposes of this article, the term "agency" means the mayor's office of economic development, or such other city department or agency as may be designated by the mayor.
- (b) There is established within the agency a "Keep Hawaii Hawaii" pass program to allow both visitors and residents to purchase discounted and priority access to popular Oahu attractions. The program may be renamed. The discounts may be selected and combined into one pass that could expire after a certain number of days.
- (c) The agency will work with the agencies operating popular city attractions such as the Honolulu Zoo, the municipal golf courses, and Hanauma Bay Nature Preserve, and with the City department of transportation services (bus services), to establish a virtual or physical pass, or a series of passes, that could be used to receive discounted and priority entrance for purchasers. The price of a pass or group of passes will be set by the agency by rule. Hawaii resident purchasers would receive passes at a discounted rate determined by the agency. The passes will be valid notwithstanding any ordinance establishing admission fees or fares.



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- (d) The agency may partner with other public and private persons and entities, including those in the airline, cruise ship, restaurant, visitor, and hospitality industries, to increase the types of attractions available to pass holders, and to promote the program. The agency is encouraged to work with the State to include State-owned attractions in the program. The agency may negotiate the terms of such partnership agreements, including compensation for the city's partners. The program will be conducted in compliance with State laws pertaining to procurement.
- (e) Notwithstanding any ordinance to the contrary, the proceeds generated for the city by sale of the pass will be deposited into a special user impact fund from which funds may be used to pay for city costs for maintenance of public parks and beaches, and to supplement the operating budgets of the emergency services department, the Honolulu police department, the Honolulu fire department, and the department of parks and recreation.
- (f) The program may be promoted on the city's websites and may be promoted on such other media and social media as the agency deems appropriate.
- (g) The agency may establish and promote various activity or event dates in order to heighten public awareness of the program."



**CITY COUNCIL**  
CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

ORDINANCE \_\_\_\_\_  
BILL 3 (2020)

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SECTION 3. This ordinance takes effect on July 1 of the City fiscal year immediately following its approval.

INTRODUCED BY:

*Kym Rine*

DATE OF INTRODUCTION:

**JAN 22 2020**

Honolulu, Hawaii

Councilmembers

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
Deputy Corporation Counsel

APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_.

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KIRK CALDWELL, Mayor  
City and County of Honolulu